

## Educating a New Market Through Advertising

During 1914 railroad construction, cement manufacturing, mining and quarry work, upon which a large part of the sales of powder depends, were much curtailed.

The Atlas Powder Company, of Wilmington, however, showed an increase in gross sales of nearly \$100,000 during the year.

A considerable part of the credit for this showing is ascribed in the annual report of the stockholders by W. J. Webster, as president, to "an increased demand for Atlas farm powder, which is being extensively advertised for agricultural purposes." The advertising materially made up for losses in other departments.

This is a notable showing for a company which has been in existence only a little over two years. Its advertising has been necessarily very largely of an educational nature—teaching the farmers to use powder for such peaceful purposes as making ditches, post holes, foundations, roads—blowing up stumps, ice jams, boulders—subsoiling and preparing ground for crops and tree planting, killing ground hogs, loosening logs, etc. It is said that in two years more than one million fruit trees have been planted in holes blasted by explosives.

Education of the consumer to new uses through advertising is usually thought of as a long process, requiring several years. The swift success of advertising in this case is therefore all the more notable.

The Atlas Powder Company entered upon advertising with its eyes wide open. It began by making a study of the subject and conducting experiments, through which it collected sufficient data to justify a wide, strong campaign. In 1914 the company carried in *The Country Gentleman* a quarter-page advertisement in every issue in February, March, April and May, and also additional advertisements through the summer and fall. Other farm papers and *The Saturday Evening Post* were also used extensively.

The success of the advertising last year is reflected not only in the gross business of the company, but also in its even greater campaign planned for 1915. This company began its second season in *The Country Gentleman* last month with a full page, and is continuing with much more space than last year. Its 1915 campaign will appear in farm papers with a total circulation of 3,000,000, in *The Saturday Evening Post* reaching 2,000,000 and in newspapers reaching 750,000. When an advertiser increases his investment like this, it must mean thorough conviction that advertising is profitable—a conviction based on experience.

The Atlas campaign has depended not merely on the advertisements in the papers, but also on close "follow-up" to farmers and country stores. A folder was issued and sent to the stores showing in advance all the advertisements of the year. Another folder was issued designed to whet the interest of the farmer. Quantities of this latter folder were supplied to the merchants. They mailed these out, inclosing a postcard (also supplied), on which the farmer could indicate his interest and name a date on which he would call at the store to receive an elaborate 64-page booklet, entitled "Better Farming With Atlas Farm Powder." This book was well worth while for the farmer, as it contained complete explanation of the uses of powder for many farm purposes, with plentiful illustrations. The whole plan resulted in bringing farmers to the dealer's store in person, thus making it possible for the dealer to cash in promptly on the advertising by making direct sales.

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Philadelphia is making products for sale which are no more difficult to advertise and which would require even less educational work on the consumer than powder.

These products can be successfully sold even in the face of adverse conditions if the manufacturers will do as the Atlas Company did—investigate carefully, plan the campaign scientifically and then advertise systematically, courageously and persistently.

*The Ladies' Home Journal*

*The Saturday Evening Post*

*The Country Gentleman*

THE CURTIS PUBLISHING COMPANY, INDEPENDENCE SQUARE, PHILADELPHIA